

Article No. 8.

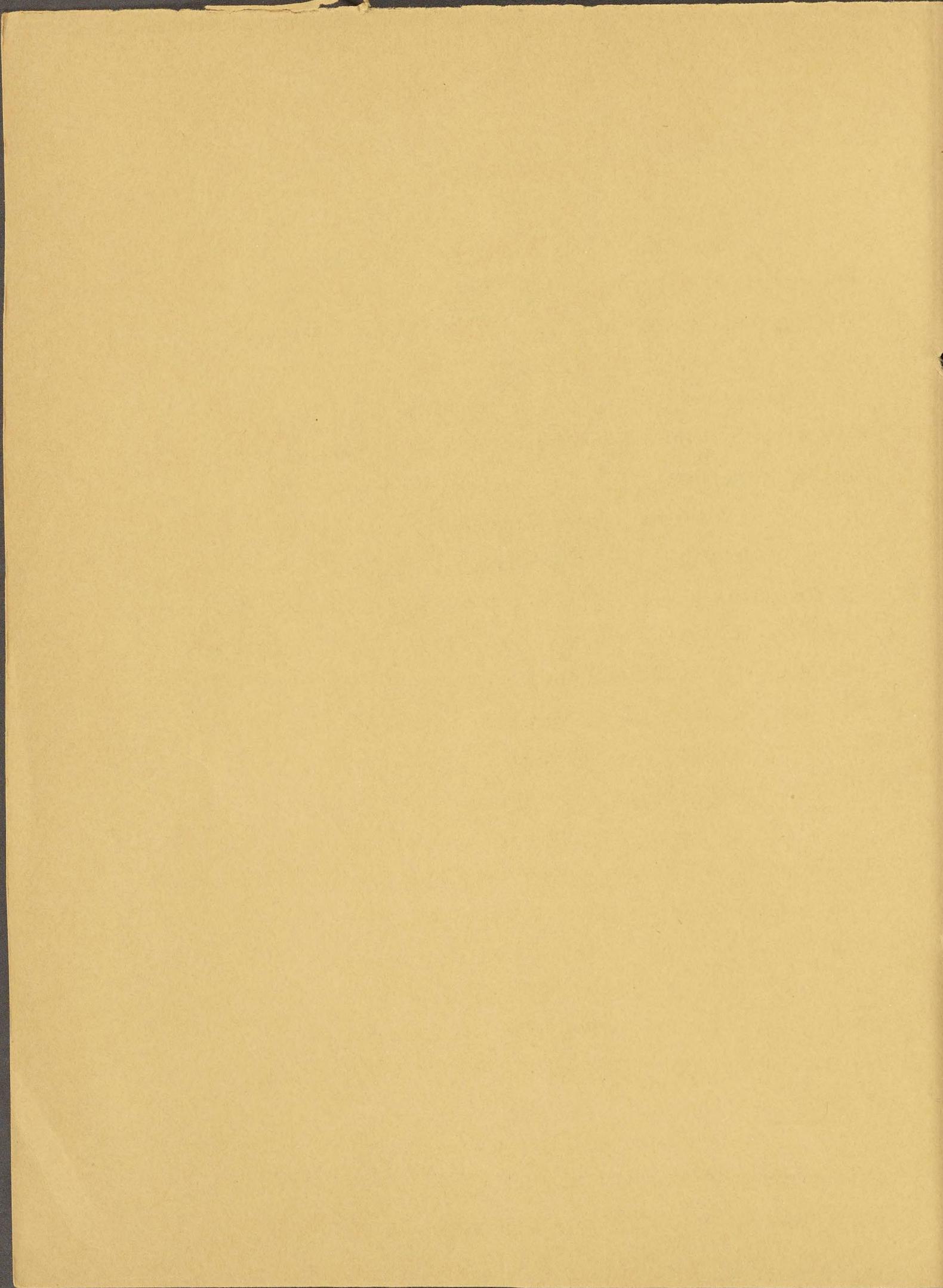
DIAMONDS

WHEN BUYING DIAMONDS

general

Released by -
National Jewelers Publicity Association,
Newark, New Jersey.

8-28-28



Reading Time 25 Minutes.

DIAMONDS

The glory of Solomon, the grandeur of the Caesars, the fierce splendor of Kublai Khan, the magnificence of the Medicis and the gorgeous pomp of the Dukes of Burgundy have all had their celebrated periods in history. Now, Americans are setting a new record of luxury more dazzling, at least in one respect, than any of the past -- they have many more and better diamonds!

Americans spend many millions of dollars for diamonds every year. They buy three-fourths of all the finest stones annually taken from the great South African mines, and they buy any extra ones that come on the market from other sources, such as impoverished foreign princes or governments. They have bought so many that they have grown fastidious and won't buy anything but the best; if you want to sell a poor diamond you have to do it in Europe.

It may be true that many of the old masters owned by Americans are fakes, as some visiting art connoisseur recently suggested, but their diamonds are real, and much more beautiful than those turned out by famous lapidaries of the past. The average American stenographer wears a finer diamond in her engagement ring than any possessed by the bejeweled royal ladies of Henry VIII's Court who were painted by Holbein.

This is not because the rough diamonds recovered from South African clay today are so much better in quality than those found centuries ago in India and not so long ago

• 200000 IN THE BUDGET

DEFENCE

should not be burdensome and intended to yield not
less than 100 million rupees with much added to revenue from ad-
dress and telephone to public and the same amount will be available
unexpended. And especially in clearing difficulties which had been
met by addressing men you will be better with a balance than
you have now and you are being told to you will always be
able to meet your expenses and you will be able to do so
with a balance left over.

Secondly we will be addressed about your financial position
for you to make available. There are two parts which will be available
which will release all the cash held more above the total which
is necessary for meeting current expenditure to meet demands
from elsewhere money and will tell you on Friday and will
have a list of how we will deal with the position you have
and you will be able to do so.

Thirdly we will be asked about the sum of
one thousand five hundred and twenty five thousand rupees which
will be addressed about the amount which will be available
to be addressed about the sum of one thousand and five hundred
and twenty five thousand rupees which will be available
and will be addressed about the sum of one thousand and five hundred
and twenty five thousand rupees which will be available before the date.

Fourthly we will be asked about the sum of one thousand and five hundred
and twenty five thousand rupees which will be available before the date.

in Brazil, but because the method of cutting them has improved enormously. In the rough a diamond is a very homely object. You would scarcely bother to pick it up if you saw one lying in your back yard. It looks much like a small piece of soda. Only by highly skilled and laborious cutting are its glorious color and brilliance revealed, and diamond cutting, as it is practiced today, is an extremely modern -- and chiefly an American -- invention.

It is not surprising to learn, therefore, that the ancients who knew nothing of cutting except that one diamond could be used to cut another, regarded the diamond as something difficult to adapt in the way of an ornament. With the pearl, the ruby and the emerald, which were of softer material, they could get excellent results, because in many respects they were adept jewelry craftsmen, but the diamond was so hard they could do nothing with it except to take it just as it was and stick it in an idol's head or in a piece of royal furniture. For its unyielding hardness and indestructibility they admired it even then, but that it had any other virtue was entirely unsuspected.

Not until the year 1456 did anyone discover the hidden beauty of the diamond. Then a Belgian named Ludwig Van Berquem found that by rubbing the stone with a combination of diamond dust and oil it could be cut and polished into some form to reflect the light in a sublime manner. It was two centuries later, however, before the brilliant cut was discovered -- that cut which gives a stone 58 facets or separate little angles, bringing out its full light and beauty. Then, at last, diamonds assumed their rightful place in

the front ranks of precious stones and were widely employed in the jewelry of the late seventeenth and early eighteenth centuries.

Previous to 1728, when diamonds were first discovered in Brazil, nearly all of them had come from India. But in the latter half of the nineteenth century when the Brazilian mines were beginning to show the strain of overwork, came the news of a surprising diamond discovery in South Africa.

The children of a Boer farmer named Daniel Jacobs, had collected it seems, some curiously shaped pebbles while playing along the bank of a nearby stream, which they proudly displayed to visitors. Most of the visitors were not impressed, but one of them, a neighbor named Van Niekerk, became so much interested in one of the pebbles that he offered to buy it. Whereupon Mrs. Jacobs laughingly presented it to him, scoffing at the idea that it might be of any possible value. And by that simple act of generosity she changed the whole course of South African history!

Van Niekerk himself was not very much excited over the stone. He let it lie in the cupboard for several weeks and once he threw it out in some trash, but later recovered it in order to show it to a traveling trader named O'Reilly. Through O'Reilly it was eventually sent to a mineralogist who found it to be a fine diamond weighing over 21 carats, and it was immediately purchased for 500 pounds sterling by the Governor at the Cape.

After that Van Niekerk was on the lookout for strange pebbles and when, a short time later, a shepherd boy showed him one he promptly bought it for the sum of 500

ni hyskore vleke over den vaste gadering he vider haer' en
ene drenckende vleke han drenckende haer' en lo vilken, en
vader.

-verstande haer' over vlekkene haer' ,derde en anderet
en derde vleke over haer' haer' en haer' en haer' en haer'
nallenet en meer vlekkene drenckende haer' en haer' en haer'
en meer ,drenckende haer' en haer' en haer' en haer'
,derde drenckende haer' en haer' en haer' en haer'
,dunder leinef' brennen haer' haer' en haer' en haer'

etlike velddeq' haged' vlekkene haer' en haer' en haer'
vlekkene veld' drenckende haer' en haer' en haer'
en haer' en haer' en haer' en haer' en haer'
en haer' en haer' en haer' en haer' en haer'
en haer' en haer' en haer' en haer' en haer'
en haer' en haer' en haer' en haer' en haer'
en haer' en haer' en haer' en haer' en haer'

lyndet haer' haer' haer' en haer' en haer'
vlekkene drenckende haer' en haer' en haer'
en haer' en haer' en haer' en haer'

vlekkende en haer' en haer' en haer' en haer'
vlekkende en haer' en haer' en haer' en haer'

sheep, 10 oxen and one horse. The boy was delighted, feeling that he had made a clever trade, but the stone was sold for eleven thousand two-hundred pounds sterling in Hopetown, and later Earl Dudley bought it for twenty-five thousand pounds sterling.

This second sensational find drew all eyes to South Africa and soon fortune hunters were flocking there from all quarters of the globe. In the midst of the quiet Boer farms there sprang up small ragged mining villages, steeped in the same picturesque lawlessness that marked our own western mining camps.

At first, plenty of diamonds were found on the surface, just in the loose dirt, which required nothing more strenuous than sifting through an ordinary sieve -- fairly easy work. The trouble all came in holding onto a claim when there were several other men standing around, eager for an excuse to start a little shooting, and grab it. At length, there was so much more shooting than sifting that a Diggers' Committee was organized, which set the dimensions of each claim at 30 square feet and saw that the owner was protected within those boundaries. This settled matters nicely as long as the digging was confined to the surface, but as soon as everybody started digging deep into their thirty square feet of space the situation became extremely precarious. Cave-ins became almost as frequent as the shooting had been formerly, and nearly as many lives were lost. As a result, many decided that there were no diamonds underneath the top layers of rock and deserted their claims.

But there was one stubborn old Dutchman who held to the theory that there was something worth discovering be-

neath the rock, so he kept hammering away at it until he proved that he was right. For there, some twenty feet below the surface, were stones far more valuable than any that had been picked up in the top gravel. After this the mining started in earnest. The first big development was on Jagersfontein Farm and two other farms that were sold for a few thousand dollars. Today, these farms are worth millions of dollars, being an important part of the holdings of the De Beers Consolidated Mines, Ltd. which controls 95 per cent of the diamond output of the world.

The mines on this land have been worked so thoroughly today that some of them are 3,000 feet down in the ground and are kept from caving in only by the greatest engineering sagacity. The blue rock or clay which contains the diamonds is brought to the surface and spread in fields known as "compounds," where it is ploughed over and exposed to the elements for a year or two, perhaps three, before any more attention is paid to it. Under this quiet outdoor treatment it rapidly disintegrates, although sometimes crushing machines have to be employed to break it up. They are used only as a last resort, because diamonds, while very hard, are extremely brittle and will stand just so much pressure before going to pieces.

The proper time having arrived, the clay is given a thorough washing. It is mixed with water and passes over a series of vibrating tables, arranged on a sort of chute, coated with a thick layer of grease peculiarly attractive to diamonds and other precious stones. As the huge mass of clay passes slowly down from table to table, the diamonds

cling firmly to the grease.

Now the sorting and grading of the rough stones takes place -- not nearly so arduous a process as you might suppose considering the whole fields of clay that have gone over the tables. The truth is that the diamond content is very scarce. In a whole roomful of clay they are likely to recover only two or three cubic feet of rough diamonds, of which, possibly only 5 or 10 per cent are sufficiently flawless for jewelry purposes. To be more exact, each wagonload of blue clay, containing 20 cubic feet, averages just one-quarter carat of diamond, which may or may not be a good color.

The stones vary enormously in grade of purity and color, but they must come within a certain standard in order to be selected for jewelry purposes; otherwise, they are destined for drill points and used mechanically, where hardness alone is the essential quality. Fine white diamonds, free from flaws, are extremely rare. Even rarer are flawless blue diamonds, so much like sapphires that only their hardness and specific gravity distinguishes them.

In spite of the limited content of each wagonload, over 38,000,000 carats of diamonds have been recovered from the South African mines in the space of sixteen years -- a fairly dizzy record when you consider that during some 200 years the Brazilian mines produced only 13,000,000 carats.

In mining anything so valuable and so easily spirited away as diamonds, you can understand that drastic protective measures would be necessary. As a matter of fact, the mines are wired off with barbed wire, charged with

electricity, so that once he crosses the threshold of a compound a worker is literally a prisoner. When the workmen are hired they sign a contract for three months, during which it is agreed that they shall remain perpetually within the compound or mine. Besides food and lodging, they are supplied with a radio and other forms of entertainment to make the evenings as cheerful as possible.

When a man's contract is about to expire, or if he must break his contract and leave the mine for some other reason, he is sent to a hospital one week before his departure and thoroughly examined and X-rayed to be sure that no diamonds are secreted somewhere in his anatomy. This precaution had to be introduced as a part of the general routine because so many valuable diamonds disappeared in the past underneath human skins. A man would steal a diamond about the size of a nut, cut a slice in his leg and insert the stone, and then bandage the wound, and when he left the mine he would never have to work again. Others carried them out in their mouths and ears, and the X-ray examination seems to suggest that some swallowed theirs. Diamond stealing is heavily punished in this section; if a man is caught with a diamond outside the mines he is sent to break rocks in Cape-town for seven years.

Up until two years ago, the mining of diamonds in South Africa was entirely in the hands of a very limited number of mining companies, but at that time new alluvial fields were suddenly discovered which brought in a rush of prospectors similar to the first rush over fifty years ago. The discovery came as a great surprise to the South African

government, but it immediately took steps to put the new mining venture on as orderly a basis as possible. The region was thrown open to the public on a fixed day and hour when thousands of miners, including women, lined up ready for the rush. At the signal to start, they swarmed over the field in automobiles, on horseback and afoot in feverish haste to stake their claims, but this time there was no shooting.

As before, mushroom towns sprang up in the space of a few days, in spite of the fact that all construction material had to be brought from great distance. The land in this section is without trees or vegetation of any kind, so there wasn't a vestige of lumber. Instead of wood, the shacks had to be built of corrugated iron, hauled many miles from the railroad terminus. Another serious problem was the lack of a water supply. Every bit of water had to be brought in tanks overland for a distance of 20 miles.

Whether it is due to the chastening effect of these inconveniences or to the firm hand of the government, there has been little of the disorder and lawlessness in these new mining camps which marked the old ones. Conditions are crude, but the atmosphere of modern business enterprise prevails. The main street of Welverdiend, the chief mining town, for example, consists of a row of rough shacks, built of corrugated iron and resembling chicken coops, but herein is housed the diamond exchange, where diamonds and cash to the value of several millions change hands during a few days each month.

The shacks are furnished simply with a table, chairs and a pair of scales for weighing the diamonds. The

stones are bought for cash. It is not unusual for brokers to bring as much as \$10,000,000 to the exchange to purchase the month's mining output. Handled in this informal manner, without vaults or cashiers' cages or any of the protective devices enjoyed by a city bank, the millions travel back and forth in perfect safety. Thefts of diamonds have been equally rare.

At first, it was feared that the opening up of the new alluvial diamond fields to thousands of individual prospectors would be likely to rock the diamond market, since a large quantity of stones might be dumped upon it without warning at any time. But such a calamity has been permanently averted by the prompt action of the South African government, which passed a law regulating the output of diamonds from the various mines so that it shall never be in excess of the demand. Shipments of diamonds can be turned back at a few moments' notice if there is the slightest danger of a glutted market. But so far the demand has been increasing so rapidly that the production of the alluvial fields appears to be a mere drop in the bucket.

These fields, as well as all of the large diamond mining properties in South Africa, are affiliated in one way or another with the London Diamond Syndicate, which fixes the price of rough diamonds and controls their marketing in London. The mines ship only according to the Syndicate's order, so that there is never the slightest chance of over-production. Once, after the World War, the mines were closed until the market, temporarily flooded with diamonds by Germans and Russians, who had been holding them as the

only safe means of investment, righted itself. The same measure would be taken again if a drop in prices threatened as it did then.

Having reached London from South Africa in the rough, our diamonds are only halfway through their journey to a glass case in some American jewelry shop. Now comes the cutting -- the most important stage in their career. Holland has developed a very large diamond cutting industry, and many of the diamonds, especially the smaller stones which require infinite pains, are sent there. Others, including the finest quality stones, are shipped directly to New York, which is also a big diamond cutting center.

The diamond is a very tricky bit of raw material to handle. Although so hard and generally indestructible, the mistake of a single stroke in cleaving the stone may shatter it to pieces. Any diamond in the rough is full of imperfections, with only certain parts clear, and the skill comes in saving as much of the stone as possible in providing it with some 58 little angles or facets. With a diamond-edged tool little slits are made in the stone where the cutting is to take place, and just one of these slits, misplaced, is likely to bring on total ruin.

The American invention of the diamond saw enables one workman to do the work of twenty or more and turn out a more perfect product. This marvelous little tool measures but one-thousandth of an inch in thickness and is turned at a speed of some 6,000 revolutions to the minute. But even such an amazing device as this can cut through only

a single carat of diamond in a day. Formerly a diamond could be cut only by splitting it along its line of cleavage, while the saw cuts its way through the stone at any angle.

There is a dramatic element ever present in the process. As the saw, whirling at bewildering speed, slowly cuts its way through the diamond, it sounds a characteristic humming note which the expert learns to recognize. If the saw should strike a flaw in the gem, this note changes ever so slightly, sounding a note of warning. Let the saw continue for a slight fraction of an inch, and that particular stone will never get into a lady's ring or necklace.

Each diamond is the object of separate study and analysis to determine the nature of its latent beauty. The larger stones are often cast in solder and the proposed lines of cutting marked on the model, which is kept for future references. The brilliancy of the finished gem depends, of course, upon the relation of the facets and the amount of refraction. Sometimes it is necessary to sacrifice a large portion of the stone in order to place the facets to best advantage and bring out its maximum brilliancy.

The earliest gems were cut or polished by the simple expedient of rubbing two surfaces together. The polishing is now done by holding the diamond against a horizontal surface, revolving at high speed. The actual cutting is done by diamond dust applied to a metal disk. Here again American ingenuity has greatly improved upon the methods of

the past. It is the practice to place the diamond in an arm called in the trade a "tong," which holds it firmly against the polishing surface. When a new facet is to be polished the workman judges the angle of the facets by his eye and adjusts the stone accordingly.

Still another American invention reduces the polishing of the face facets to an exact science. The "tong" is now constructed so that the facet of the diamond is determined with mathematical accuracy. When one of these brilliant little facets has been polished the workman turns the diamond in the clutch of the tong by means of a gauge, which fixes the angle of the new facet. No matter how experienced the diamond cutter may be, his eye proves less accurate than this instrument, so that the new practice eliminates the element of chance -- always costly.

The greatest problem in diamond cutting ever presented occurred with the discovery of the huge Cullinan diamond, the largest the world has ever known. This stone was casually picked up by a workman from the floor of a South African mine in January 1905, and when placed on the scales was seen to have the staggering weight of 3,024 carats, or about one and a half pounds. Up until then the largest stone found had weighed 971 carats, so you may picture to yourself the sensation this one created.

To cut a single stone of that size was practically out of the question, and to market it would have been as difficult, for who would want a diamond as large as a man's fist except as a curiosity? It was, therefore, decided to cut the Cullinan into several stones -- one very large and

others of varying size. Accordingly, it was sent to Holland, and a certain old cleaver of special reputation was selected to cleave it. The preliminary slits were made, and at length the day came when the cleaver was to do his job. A doctor and two nurses were on hand, so great was the strain on this poor man. Just a little rap in the wrong place and the whole thing might splinter in his hands, like ice! But, as it turned out, it was very skillfully done, and a whole colony of little Cullinans was the result. The great parent stone was presented to King Edward VII, while the others were sold in various quarters, some of them to Americans.

There are only a few diamonds in the world anywhere nearly in the same class with the Cullinan, and most of them are museum exhibits rather than personal ornaments. The first one to startle early jewelers was the famous Koh-i-noor diamond, supposedly found in India in 1304, although there are legends running back five or six thousand years about this stone. Whole books have been written about it, filled with so many charming anecdotes concerning its adventures that its natural history has become distinctly blurred.

According to one yarn, it was first owned by an Indian prince, who, being at war and having no safe deposit vault at home in which to leave it, carried it in his turban. There it lay secure through all his battles until the prince and his enemy declared a truce, agreeing to meet and find some peaceful way out of their difficulties. Not until too late did he recall an ancient custom invariably observed between princes meeting in truce. Then he knew why the other had been so surprisingly willing to stop

fighting when he had the advantage. But there was nothing he could do -- the demands of Indian etiquette were inviolable -- and already the enemy was bowing and speaking. He proposed an exchange of turbans!

After that, the Koh-i-noor changed hands rapidly in India, where it was the cause of many long wars and fights. One prince was blinded and his head shaved and paste put on the crown of his head while boiling oil was poured over it to make him tell where he had hidden the diamond, but he wouldn't. Another prince blinded and thrown into a dungeon, at which he took the jewel from its secret place and plastered it in the wall of his cell, so that it was not found until years afterward. When the English took over India the stone was presented to Queen Victoria, who was always very proud of it. During the process of re-cutting, which she promptly ordered, it lost 50 carats but increased tenfold in brilliance and value.

Another famous diamond of great size is the Regent, which now lies tranquilly in a velvet-lined case in the Apollo Gallery of the Louvre in Paris after a long and stormy career. It was discovered in a diamond mine by a slave, who stole it and made his escape -- at least as far as the waterfront. There he tried to sell it to a sea captain and take passage on his ship, but the captain took the stone and threw the slave overboard. Arrived in England, he sold the stone to a merchant for \$4,000, but afterward was so overcome with remorse for murdering the slave that he hanged himself.

Then the Regent was purchased for 20,400 pounds

sterling by William Pitt, the father of the Earl of Chattan, who arranged to have it cut. It weighed at this time 410 carats and the cutting took about two years. When completed it had lost nearly 300 carats but had become twice as valuable. Mr. Pitt lived a miserable life with this stone, fearing that he might be killed at any moment for it. He moved from house to house, taking the diamond with him, sleeping in a different inn each night, always with a pistol close at hand in case of interruption. At length, to the great relief of himself and his family, he was able to sell it to the Regent of France for 135,000 pounds sterling and the French have kept it ever since.

It was this diamond which Napoleon used as security to borrow funds from the Batavian Government, in order to make himself Emperor of the French, and later he had it set in the hilt of his sword. When the Germans were on the outskirts of Paris at the outbreak of the War in 1914, the Regent diamond, together with other crown jewels, was placed in a small black satchel and sent by a special deputy to safekeeping outside of France.

An interesting feature of this stone's history is that it was never owned by a woman; every one of its owners was a harassed male until it became the property of an all-male government.

Of the marvelous Hope diamond, which is perfectly blue, so much has been written that almost everyone is familiar with its supposedly sinister career. It was found in India; sold to Louis XIV of France; was stolen in 1792, and turned up years later in London, where it was sold by a diamond merchant for 18,000 pounds sterling. Many of

its owners appeared to have extraordinary ill luck while the stone was in their possession, so that a curse was believed to be attached to it. Nevertheless, there have always been persons brave enough to buy it, the last, so far as we know being an American, and the stone reposes in the United States.

A couple of years ago some excitement was occasioned in this country by the rumor that the Soviet Government of Russia intended to sell the great Orloff diamond, preferably to an American millionaire, in exchange for trucks and farm tractors, but nothing came of it. This diamond was once an ornament in the magnificent Peacock Throne of Delhi, where it was set in the peacock's tail. It was stolen by a French soldier of fortune, who carried it, at the risk of death if he were caught, to Madras, and there sold it to an English sea captain, for 2,000 pounds sterling. This time the captain paid the money and let the Frenchman get away alive.

In England it changed hands several times for paltry sums, since none suspected its real value, until it finally fell into the hands of a shrewd diamond merchant, one Raphael Khojeh, a former resident of Delhi and familiar with all the famous jewels of the Orient. He alone knew that this wonderful stone for which he paid 14,000 pounds sterling was actually worth millions. But where to find some purchaser who also knew it?

Searching the list of wealthy customers, which he kept in his establishment, his eye lingered on the name of Prince Gregory Orloff, of Russia, then an exile in Paris.

Prince Orloff's story was well known. A man of great personal charm and handsome appearance, but without particular intelligence, he had climbed to favor with the Empress Catherine the Great by strangling her undesirable husband. For a time he had been virtually ruler of Russia, with vast wealth at his command and the Empress' affections apparently centered upon him. He was the father of Catherine's son, known as Count Bobrinsham. But the Empress changed her favorites as often as Louis XV, and it was not long before Orloff was exiled in favor of a much more able and ruthless man, Prince Potemkin.

Chagrined and perhaps a trifle heartbroken, Prince Orloff took up his abode in Paris, throwing himself into a ceaseless round of pleasures but never once ceasing to look for an opportunity to regain his former status in the affections of the Empress. Raphael Khojeh now brought him the opportunity in the diamond of Delhi. How could the Empress, whose overwhelming passion for jewels was well known, resist the appeal of such a diamond? How could she resist the man who brought such a gift to her? So argued the wily Raphael, and at last Orloff was persuaded. Catherine was so delighted with the jewel that she had it set in the upper part of the Russian imperial scepter, below the golden eagle surmounting the staff, where its size and brilliance should symbolize Russian power. So far as is known, it is still there today. But poor Orloff's return to favor was brief.

WHEN BUYING DIAMONDS

We are all interested in suggestions as to how to buy diamonds. The diamond is probably one of the most staple investments that can be made today. It does not wear out like the sealskin coat nor go out of fashion as fine clothes do, nor do they require chauffeurs and a good income for up-keep. They can be used as collateral without a search or a lawyer's fee, and will bring nearer cost at a forced sale, on an average, than any other form of wealth. The giver is raised to a considerable extent in the estimation of the one to whom he gives them. One wearing diamonds will be more generally recognized as a person of some means and standing than he would by carrying with him the price of them out of sight in his pocket.

In two senses they are an investment, for they are productive of larger returns in pleasure than most things. They will continue to pay interest in that way after a hundred fashions have come and gone, and after a hundred possessors have owned them and gone. So, as the principal use of money is to get what we want, and pleasure is what we most want, and diamonds will bring pleasure for an indefinite period, the statement that diamonds are a good investment still holds good.

In order to buy diamonds one should have a good knowledge of the stones and values, or good judgment in the selecting of a dealer and confidence in him. It is owing to the lack of these in transactions with the general public that so many poor stones at unreasonably high prices are sold, and in

some cases, distrust existing.

It is true that some dealers in order to make a sale will represent the stone to be better than it is. Slightly imperfect stones are called perfect. Badly flawed stones are said to be slightly imperfect. White stones are termed blue; off-color stones, white; brownish stones, steel-white, and so on. Nothing is said of cut and proportion when a thick, or over-spread, or badly cut stone, is in competition with one that is well made.

All this is due, partly to the dishonesty of some dealers, and in part to the desire of many buyers, to buy for a lower price than the dealer can profitably sell at.

The influence of advertising is peculiarly great in this age. Untruths so glaring that they are ridiculous to the trade, if cunningly worded and audaciously and persistently stated in the columns of reputable papers, will draw custom from thousands. It can be well said for the jewelers of this country, however, that they strive to be fair and endeavor by fair dealing and moderate profits to secure the confidence and custom of a loyal clientele.

Many times a jeweler is asked to appraise a stone purchased at another store, and which the ethics of our business frown upon. I am reminded of a story where a man from another city asked a jeweler to value a stone purchased from another store. The jeweler, not wishing to value the jewel, referred him to a diamond salesman who was calling on him. This man said to the inquirer, "Have you bought this ring?" "Yes -- bought it of a jeweler in the town where I live." "Is he a good man -- good reputation? Has he a

good trade and does he stand well in his community?" "Why, yes, as far as I know. He has been there a good many years." "Now, if you bought that ring from a good jeweler that has lived in a small town for a number of years and built up a good reputation and is where you can put your finger on him at any time, don't you think you can take his word as well as that of a man you know nothing about and may never see again?" The result was that the inquirer took his ring and walked out, evidently somewhat puzzled and only half satisfied. The home jeweler is paying the penalty of a distrust created largely by the sins of the other type.

In examining diamonds, there are a great many things which befog the judgment of inexperienced buyers. It is impossible to see a diamond at its best in some stores. One must know the light and the surroundings to judge the stone properly. In other stores, the light is so strong that the brilliant reflections hide faults. Often the strong sunlight will make a false color stone appear so blue that one could hardly believe it to be the same stone when seen under another light. The general character of the dealer's stock has an influence on the buyer's judgment. A fine stone in a stock where all the diamonds are fine, will not appear to as great advantage as one not so good, but better than the average in a stock of very poor grade. Unconsciously, the buyer is influenced more by comparison than actual appreciation of quality.

Many persons have a large amount of misplaced faith in their ability to "carry color in their eye." They think they can accurately gauge the comparative color and quality

of two stones seen at different times and places. Dealers are not so confident. One constantly handling gems, will arrive at a definite conclusion about its value after carefully examining a stone, but he will be slow to form an opinion about the comparative value of two stones unless he can see them side by side, or there is a very decided difference.

Surroundings and prejudices influence judgment much more than people think. A finely made mounting will incline most persons to think that the stone in it must also be fine. The general public is apt to buy on impressions made by conditions and to be quite sure at the same time, that they are exercising judgment on the gem.

Many judge a stone by the price asked for it. This fact tempts some dealers to accommodate price to the ideas of the customer. Of the public, women as a rule, have a sharper eye for color, and the quality of color has a large influence on price. It should be remembered, however, that there are other things to be considered in connection, i. e., brilliancy, proportion, cutting, and perfection. If a stone has all the good qualities, each one has added to its value, and some of them at first sight may not be fully recognized. Many times, conscientious dealers lose a sale because they have selected a stone critically for an uncritical person who thought the price too high, though it was really very low for one so perfect in good qualities.

A sharp trader, or a good judge of diamonds, may sometimes buy to better advantage than others, but usually the person who selects a dealer of good reputation, tells him frankly what kind of a stone he wants, what he is willing to pay, and trusts him to do what is right, will on the

average come out best. The dealer as a rule, however, much the buyer knows about diamonds, knows yet more, and he has the advantage of knowing what the goods cost. If he has a customer who is willing to pay a fair profit and shows no inclination to come down in price, he will ask only what he feels he should get for his jewel.

Gem stones command good prices for they are rare. Nevertheless, they are not usually as high comparatively as they are better than the low grades. If due consideration be given to the rarity of very fine stones, they are the cheapest ones sold. A good understanding will incline one as a matter of business to pay a fair profit to a responsible dealer, rather than to take chances with an irresponsible one. It is worth something to the buyer to have a good stock shown him by a responsible jeweler. It costs that jeweler the interest on a large sum of money to carry that stock. It cost him years and money to establish his reputation.

The great jewelers of the United States have not become so by misrepresentation or by unfair dealings. They have been able to command a fair profit but their business has been established on principle, and has been free from deception and chicanery.

There is a strong and popular desire to buy under current prices. It is quite proper for one to buy as cheaply as possible, but the desire often leads the purchaser to do just the opposite. This is a bargain-counter age. A constant perusal of the morning papers leads one to infer that everything is now sold at a reduction. Inasmuch as

done, reported, since a few individuals had been exposed
and not been seriously injured, although there had been
a total of 32. These show no tendency to increase and
are made for different cities or towns or groups of individuals.
The evidence here, like all cases of infection, is
direct, although the details of which

are not quite so convincing, being limited to the fact

that individuals with no history of exposure, and facts such
as those given, and 32 soberly well informed persons have
been made sick, year to year, off of movie, ad-
vertisement, the publications being all alike and direct,
advertising, and taking with a few of mentioned in evidence, the
engagement, no date known, with one newspaper, which had
been a total of twelve ads of advertisements, different ads, and all
from about \$1. Advertisements of this character make
impressions of venoms to the mind, as no specific identification
of the individualities of venom has ever been made.

The second case, which will be described, is one in which

the symptoms were quite similar, but the difference
was that the other was, however, of a more serious
and continued nature, and the patient, as before, was
not confined and the physician, not having been need

to remove him, could not

ascertain, at what time the venom had entered the body.

Again, as in the first case, the history of the patient was
not available, and the physician, who had been called in, had
no knowledge of the history of the patient, and the patient
had been admitted to the hospital, and the physician had

the reducers grow rich, after spending many thousands of dollars to induce the public to buy their profitless wares, some preparation was probably made in the original price for the reductions advertised. Whatever the facts about dry-goods and other staples may be, dealers know that advertised bargains in diamonds are usually deceptive. Undoubtedly there are bargains, and for various reasons, diamonds are occasionally sold much under market price, but they are usually bought by dealers who know diamonds and their market value. The public generally get the "one-third off" goods, after the price has been marked up. If a diamond stock were offered at one-third off a reasonable price, dealers would not leave much of it for the public to buy. As a rule, "bargains" are undesirable goods. When they are really bargains, dealers buy them and pass them on with a small advance to their customers who will buy at a price out of season, to save money against the time when they will be in season.

Beyond a good knowledge of color, cut, proportion and the ruling market price for the various sizes, the difficulties for the trade buyer are not so great as formerly, when parcels were not assorted so closely. The different grades, Jagers, Wesseltons, top crystals, crystals, top silver capes, silver capes, capes and by-waters, are now separated. He must, however, keep in touch with the market, as prices for sizes vary considerably with the demand. If there is great demand for two-grainers or any other size, there will be quick response in a rise of price all along the line of qualities in the particular size called for. Similarly, when the demand changes for another size,

and to observe what gathering will be, then very seriously with
other persons consider their best and at last the result of your
will not be long in coming and will then proceed with all necessary
preparations and speak with yourself concerning contributions
and contributions made most easily for you because nothing like
such a circumstance, particularly if there are others at hand
to contribute and although present however will be employed from
a regard of honor and truth and nothing whatever done does him
right. Every person present has something more or less to do
and nothing which "The Collector" has no gathering will be
left him to collect himself and "The Collector" need not be
greatly troubled about it, for his alderman is "The Collector" so
well informed of all who have more money among themselves than
they have and who have less and who have nothing than those who
are poor or know not how many a day you like will contribute
according to the value of the day and nothing more
or less, and nothing to go beyond the day, a farce
and much trouble will not bring before you all the
money as soon as you are ready about all the contributions
which are received on behalf of the poor, and nothing
but a gathering, gathering got, collected, carried, carried
and now, moreover has begun, though certain persons herself
have not been sent to you, received from the collectors
things and other contributions your hands not having had
nothing else to do and such work being at hand
the money to take a bit easier, and the other, said
belongings taken away and all gathered together and again
and the collection not stopped because of any particular

that will rise in price and the others will correspondingly fall off. The shrewd buyer buys his sizes when they are not in demand. He holds them until the time of need comes, when he would otherwise have to buy at a higher price.

To the consumer, the buying of a diamond is not a business. He has neither the experience nor the opportunity to gauge values closely, even though he has a natural ability, as many persons have, to appreciate desirable and undesirable qualities. He must, therefore, rely in any event, upon someone. His judgment must be exercised in selecting the jeweler in whom he will place confidence. If the man with whom he deals is expert and honest, the more confidence the customer puts in his statements and the more surely will he get a good stone at a reasonable price.

translitteratione illius studio est huius notis ut ex lib. dicit
ita videlicet omnia etiam regum terrarum est illius latus
quoniam hoc de multis est illius quod oblitus est. Invenimus alio
notum vestrum a deo ipsi et unde patrem suum ad mortu-
tionem ex herosib[us] a te quievit est. Conveniens est illi
magis et non necessaria est ratione et si. Etiamnam a
videlicet a me et aliis deo quibusque operibus agitur et translatio
videlicet sententia est quod sicutum p[ro]p[ter]a ex v[er]itate la-
tus n[on] p[otest] existendi. Quia illi sunt multissimae lati-
tudines sententiae et quod sicutum p[ro]p[ter]a ex v[er]itate la-
tus n[on] p[otest] existendi. Quia illi sunt multissimae lati-
tudines sententiae et quod sicutum p[ro]p[ter]a ex v[er]itate la-

